

Selecting best media vehicle in rural markets



We are a mobile telecom service provider. We want to expand to rural areas and want to select the best media.

DATA REQUIRED FROM THE GUIDE

- Media Exposure Index - MEI Rural - Volume II
- Media Exposure Index by Print, Radio, Television Rural - Volume II
- Media Exposure % by state - Volume II

SOLUTION

The Guide gives Media Exposure Index for the rural areas of each district in the country. The Guide further gives separate indices for the different mass media and this data can be used efficiently to spread awareness.

We first consider Media Exposure Index by any media and by individual mass media for select districts, as illustrated in Table 1 alongside.

Table1. Media Exposure Index and index by individual mass media for rural constituents.

District	Rural Index			
	MEI	TV	Print	Radio
Ranchi	44.81	37.52	47.71	65.31
Purbi Singhbhum	71.56	70.48	46.31	100.82
Dhanbad	51.28	47.51	51.20	63.43
Hazaribag	46.10	38.80	43.39	74.24
Bokaro	43.28	38.91	41.89	58.26

We now consider Media Exposure indices at the state level and the actual proportion of population exposed to individual mass media as illustrated in Table 2 below.

Table 2. State indices and reach for rural constituent for the state of Jharkhand.

Jharkhand	MEI	TV	Print	Radio
Index	38.50	30.24	39.33	64.49
Exposure (%)	30.62	17.46	13.53	12.59

Using these data we can calculate the reach of all the media for the districts of Jharkhand. For example, the index for TV in Bokaro is 38.91. This calculation is shown below:

$$\frac{\text{Bokaro TV index}}{\text{State TV index}} \times \text{state TV reach} = \frac{38.91}{30.24} \times 17.46 = 22.46 \%$$

We thus arrive at rural reach for each of the mass media as illustrated in the table below.

Table 3. Rural reach by different mass media in the districts of Jharkhand.

Districts	Rural Reach			
	MEI	TV	Print	Radio
Ranchi	35.63	21.66	16.41	12.75
Purbi Singhbhum	56.90	40.69	15.93	19.68
Dhanbad	40.78	27.43	17.61	12.38
Hazaribag	36.65	22.40	14.93	14.49
Bokaro	34.41	22.46	14.41	11.37

RESULT

It can be seen that TV is the best media across districts. Radio also has the potential to reach especially given the cost. However, the results also indicate that none of the media can contribute to even 50% reach. This therefore suggests that additional effort is required to reach through below-the-line activities.